



3Point Communications

content centered pr for technology brands

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3Point Communications was forged from the integration of business strategy, public relations, content marketing and social media to build a new approach to communications. We call this Content Centered PR.



If your company has recently gone public or you are considering a public offering, you need to know about the opportunities and serious threats of communicating as a publicly held company. Our new 3Point eBook steps you through a brief overview of what to consider.

Twitter

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10/7/2010
In recent weeks, I generated a couple of posts with the theme of "the more things change, the more they ..."
- [Strategic Tools for Strategic Content](#)
10/4/2010
Content is useless if it doesn't tell a story. A story is not very helpful if it doesn't relate...
- [E-Mail Rules the Roost For Tech Journalists and Bloggers](#)
9/28/2010
Technology journalists, working in print and online -- and bloggers - overwhelmingly prefer e-mail as their preferred method of communicating...

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- [Cisco Unveils Video Telepresence for Your HDTV](#)
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document.location.protocol ? 'https://ssl' : 'http://www') + 'google-analytics.com/ga.js'; var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);})();